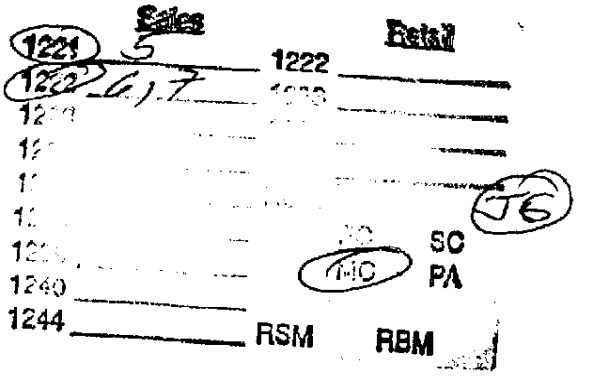
To: Piscitelli, J, 1710 - Pittsburgh ROU, 1110 - Boston ROU(PROVENL), 6710 - Detroit ROU, Bomgardner, Denny L., 1210 - New York ROU (ALVICHA), 1310 - Philadelphia ROU (METZG), Loftin, Jerry R., 1610 - Buffalo ROU (BRZEZIE)
From: Hayes, John
Posted: 2/3/98 12:23
Opened: 2/3/98 14:49
Subject: SUNOCO CONVENTIONAL COOPS

Dear Ladies and Gentlemen:

Please distribute to all Reps and Managers with this chain responsibility. (Include Division Managers also)

Thank you,

John



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Source: https://www.industrydocuments.ucsf.edu/docs/trkn0000

R J Reynolds
Tobacco Company

Sales		Retail
1221 5	1222	
1222 6,7	1223	
1223	1226	
1224	1229	
1225	ROM	
1226	PC	SC
1229	MC	PA
1240		
1244	RSM	RBM

J. M. Rago
Account Manager
Philadelphia Region
486 Thomas Jones Way- Suite 200
Exton, PA. 19341
PHONE: 215-412-7208
FAX: 215-412-720

February 3, 1998

To: All Retail Managers With Responsibility For Sunoco Conventional Coops Chain ID 0362-03-00.
ROU's: 1110, 1210, 1310, 1610, 1710, 6710, please distribute.

Subject: **Merchandising Survey For Sunoco Conventional Coops Chain ID 0362-03-00**

Dear Ladies and Gentlemen:

I am asking for **Retail Manager** assistance in performing a Merchandising Survey in all Sunoco Conventional Corporate locations (see attached spreadsheet). Due to several types of counter configurations within this chain, it is difficult for myself and Sun Company to determine the proper Merchandising Set for a two company scenario (RJR and PM). Secondly, this segment of Sun Company is spread out over too big a geographic area for myself or other local account managers to survey.

When performing this survey, please keep in mind the following:

- Their must be room for both RJR and PM in each location in order for this survey to be accurate
- Fixturing will be ordered based on your recommendations.

Listed below are several scenarios with a priority number listed. These Merchandising Sets should fit all types of counter configurations within Sunoco Conventional Stores. Simply list on the spreadsheet your recommended priority (**either 1, 1A, 2, 2A, 3, 3A, or 4**) and E-Mail same to John Hayes at the Philadelphia ROU (E-Mail address is 1300) **no later than March 2, 1998**.

In some cases, **RJR may already have a Merchandising Plan present**. In this case, please indicate the appropriate priority followed by the letter "P". Example: 2 RJR full price displays and a Cimarron floor merchandiser is already on location, indicate "1P" on the spreadsheet. This will inform me to only update the contract versus ordering new fixturing and updating the contract.

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Source: https://www.industrydocuments.ucsf.edu/docs/trkp0000

Priority 1
2 RJR full price displays on self-service (2-8 wide system 3)
2 PM full price displays on self-service (2-8 wide PM displays)
1 Cimarron/Basic Floor Merchandiser to be placed SS or NSS

Priority 1A
2 RJR full price displays on self-service (2-8 wide system 3)
2 PM full price displays on self-service (2-8 wide PM displays)
(3) 6 wide counter displays to be placed on the back counter for Doral, Cimarron, and Basic

Priority 2
1 RJR full price display on self-service and 1 in a non self-service position
1 PM full price display on self-service and 1 in a non self-service position
1 Cimarron/Basic Floor Merchandiser to be placed SS or NSS

Priority 2A
1 RJR full price display on self-service and 1 in a non self-service position
1 PM full price display on self-service and 1 in a non self-service position
(3) 6 wide counter displays to be placed on the back counter for Doral, Cimarron, and Basic

Priority 3
For stores with extremely small counter areas
1 RJR full price display self-service
1 PM full price display self-service
1 Cimarron/Basic Floor Merchandiser to be placed SS or NSS

Priority 3A
For stores with extremely small counter areas
1 RJR full price display self-service
1 PM full price display self-service
(3) 6 wide counter displays to be placed on the back counter for Doral, Cimarron, and Basic

Priority 4
None of the above will work, indicate your recommendations

As information is gathered, we will present our plans to Sun Company for a April down the street with a new Level 2 Contract in place based on a chain average of RJR volume.

Many thanks for your assistance and support with this chain. If you have any questions, please give me a call.

Sincerely,

Joe

J.M. Rago
JMR: jh
cc: Jay Loftin, Jim Piscitelli, Denny Bomgardner, All Division Managers

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Source: https://www.industrydocuments.ucsf.edu/docs/trkn0000

Sunoco Conventional Coops Chain ID 0362-03-00

SR TERR	RR TERR	ACCT	FULL NAME	STORE NO	ADDR1	CITY	ST	ZIP	Priority 1	Priority 2	Priority 3	Priority 4
112206	112620	621466	SUNOCO COOP #7060	7060	24 ROCKY HILL RD	AMESBURY	MA	1913				
112608	0	046639	SUNOCO COOP 7217	7217	336 GREAT RD	ACTON	MA	1720				
112610	112628	515885	SUNOCO COOP #6006	6006	19 MAIN ST	WAYLAND	MA	1778				
113106	113130	593894	SUNOCO COOP #7064	7064	204 N MAIN ST	EAST LONGMEADOW	MA	1028				
113108	113130	593893	SUNOCO COOP #7074	7074	2 S. WESTFIELD ST.	FEEDING HILLS	MA	1030				
113108	113127	593902	SUNOCO COOP #7070	7070	1313 BOSTON RD	SPRINGFIELD	MA	1119				
122105	0	663090	SUNOCO COOP #7123	7123	RT 46E & ABBOTT AVE	PALISADES PARK	NJ	7650				
122206	0	179547	SUNOCO COOP #7303	7303	173 NO. HIGHLAND AVE	OSSINING	NY	10562				
122207	0	672441	SUNOCO COOP #7201	7201	160 N SAW MILL RIVER RD	ELMSFORD	NY	10523				
132607	132622	509837	SUNOCO COOP #7495	7495	1300 N PROVIDENCE RD	MEDIA	PA	19063				
132607	132624	779500	SUNOCO COOP #7392	7392	CHESTER PK & CALCON RD	SHARON HILL	PA	19079				
133005	133030	735306	SUNOCO COOP #7183	7183	560 ROUTE 17M	MONROE	NY	10950				
133202	132624	779501	SUNOCO COOP #7323	7323	501 EAST BALT. PIKE	CLIFTON HEIGHTS	PA	19018				
133203	0	672998	SUNOCO COOP #7498	7498	1 W SKIPPACK PIKE	AMBLER	PA	19002				
133205	133229	090409	SUNOCO COOP #7494	7494	648 S DEKALB PIKE	KING OF PRUSSIA	PA	19406				
133402	0	736043	SUNOCO COOP #7214	7214	101 N. WOODBURY ROAD	PITMAN	NJ	8071				
162201	162239	172585	SUNOCO COOP #7446	7446	386 S MAIN ST	MASSENA	NY	13662				
162201	162239	172676	SUNOCO COOP #7439	7439	71 E MAIN ST	CANTON	NY	13617				
162201	162239	669745	SUNOCO COOP #7502	7502	82 MAIN ST	MASSENA	NY	13662				
162201	162239	691800	SUNOCO COOP #7447	7447	1255 ARSENAL ST	WATERTOWN	NY	13601				
162201	162323	724749	SUNOCO COOP #7513	7513	COR W MAIN & FINNEY	MALONE	NY	12953				
162201	162239	762026	SUNOCO COOP #7438	7438	MARKET & SISSON STS	POTSDAM	NY	13676				
162201	162239	762844	SUNOCO COOP #7444	7444	634 JAMES ST	CLAYTON	NY	13624				
162201	162239	763033	SUNOCO COOP #7441	7441	726 CANTON ST	OGDENSBURG	NY	13669				
162201	162323	766879	SUNOCO COOP #7440	7440	304 E MAIN ST	MALONE	NY	12953				
162201	162323	767512	SUNOCO COOP #7442	7442	31 W MAIN ST	CHATEAUGAY	NY	12920				
162205	0	663809	SUNOCO COOP #7130	7130	NEW YORK STATE THRUWAY	SYRACUSE	NY	13206				
162205	0	745556	SUNOCO COOP #7448	7448	3111 W GENESEE ST	SYRACUSE	NY	13219				
162208	162221	677573	SUNOCO COOP #7305	7305	577 DELAWARE AVE	PALMERTON	PA	18071				
162302	162320	176973	SUNOCO COOP #7463	7463	532 AVIATION ROAD	QUEENSBURY	NY	12804				
162601	162626	684369	SUNOCO COOP #7138	7138	6730 PACKARD RD	NIAGARA FALLS	NY	14304				
162601	162629	716105	SUNOCO COOP #7181	7181	700 KENMORE AVE	BUFFALO	NY	14216				
162601	162626	744003	SUNOCO COOP #7220	7220	870 BRIGHTON RD	TONAWANDA	NY	14150				
162601	0	765729	SUNOCO COOP #7221	7221	3564 DELAWARE AVE	KENMORE	NY	14217				
162602	0	691799	SUNOCO COOP #7131	7131	5215 SHERIDAN DR	AMHERST	NY	14221				
162602	162622	770765	SUNOCO 7225	7225	8000 MAIN ST	WILLIAMSVILLE	NY	14221				
162603	162625	040733	SUNOCO COOP #7397	7397	432 DINGENS ST	BUFFALO	NY	14206				

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162603	0	186260	SUNOCO COOP #7193	7193	175 MAIN ST	EAST AURORA	NY	14052
162603	162625	747996	SUNOCO COOP #7222	7222	1329 ABBOTT RD	LACKAWANNA	NY	14218
162604	162620	336489	SUNOCO COOP #7329	7329	1435 GOODMAN ST N	ROCHESTER	NY	14609
162604	162624	694115	SUNOCO COOP #7145	7145	4843 W HENRIETTA RD	HENRIETTA	NY	14467
162604	162624	763595	SUNOCO COOP #7342	7342	420 W COMMERCIAL ST	EAST ROCHESTER	NY	14445
162605	162624	088274	SUNOCO COOP #7338	7338	484 MAIN STREET	CANANDAIGUA	NY	14424
162605	162228	269986	SUNOCO COOP #7471	7471	N MAIN & SECOND	ELMIRA	NY	14901
162605	162232	502127	SUNOCO COOP #7472	7472	93 GENEVA ST	LYONS	NY	14489
162605	162228	515814	SUNOCO COOP #7473	7473	48 DENISON PARKWAY	CORNING	NY	14830
162605	162228	691794	SUNOCO COOP #7475	7475	501 E WATER ST	ELMIRA	NY	14901
162605	162228	764325	SUNOCO COOP #7474	7474	1123 S MAIN ST	HORSEHEADS	NY	14845
162607	162627	558357	SUNOCO COOP #7412	7412	RR 5 BOX 153	BROOKVILLE	PA	15825
163805	163820	702843	SUNOCO COOP #7162	7162	1 HALL FARM RD	ATKINSON	NH	3811
173001	173022	652956	SUNOCO COOP #7415	7415	200 ERIE ST	EDINBORO	PA	16412
173001	173022	840747	SUNOCO COOP #7410	7410	471 NORTH ST	MEADVILLE	PA	16335
173001	0	844794	SUNOCO COOP #7510	7510	261 MAIN ST	GREENVILLE	PA	16125
173004	173029	667986	SUNOCO COOP #7125	7125	1001 3RD ST	BEAVER	PA	15009
173005	173221	521312	SUNOCO COOP #7411	7411	222 BUTLER RD	KITTANNING	PA	16201
173005	173221	655357	SUNOCO COOP #7103	7103	2033 FREEPORT RD	ARNOLD	PA	15068
173005	173221	844341	SUNOCO COOP #6966	6966	3039 FREEPORT RD	NATRONA HTS	PA	15065
173007	173227	320566	SUNOCO COOP #7414	7414	4528 OHIO RIVER BLVD	BELLEVUE	PA	15202
173201	173224	614147	SUNOCO COOP #7419	7419	55 CONNELLSVILLE ST	UNIONTOWN	PA	15401
173202	173226	896446	SUNOCO COOP #7169	7169	15 FAYETTE STREET	BELLE VERNON	PA	15012
173203	173847	417858	SUNOCO COOP #7477	7477	350 HUMPHREY RD	GREENSBURG	PA	15601
173203	173847	435130	SUNOCO COOP #7481	7481	103 E BYERS AVE	NEW STANTON	PA	15672
173203	173847	521337	SUNOCO COOP #7413	7413	819 W MAIN ST	MOUNT PLEASANT	PA	15666
173203	173842	638714	SUNOCO COOP #7209	7209	RT30	LATROBE	PA	15650
173203	173842	686234	SUNOCO COOP #7480	7480	600 JAMES ST	LATROBE	PA	15650
173207	173849	651827	SUNOCO COOP #7416	7416	RT. 8 & SAXONBURG RD.	PITTSBURGH	PA	15223
173207	173849	844934	SUNOCO COOP #6961	6961	1800 ROUTE 8	GLENSHAW	PA	15116
173304	173330	444167	SUNOCO COOP #7184	7184	10 NORTHFIELD	BEDFORD	OH	44146
173802	173826	074771	SUNOCO COOP #7483	7483	1947 W MARKET ST	YORK	PA	17404
173802	173828	518830	SUNOCO COOP #7351	7351	1414 LANCASTER AVE	COLUMBIA	PA	17512
173802	173823	521777	SUNOCO COOP #7432	7432	92 W KING ST	SHIPPENSBURG	PA	17257
173803	173821	073990	SUNOCO COOP #7492	7492	529 W MAIN ST	EPHRATA	PA	17522
173803	173829	309258	SUNOCO COOP #7408	7408	305 GOVERNOR ROAD	HERSHEY	PA	17033
173803	173824	309264	SUNOCO COOP #7479	7479	2 W MAIN ST	ANNVILLE	PA	17003
173803	173828	777402	SUNOCO COOP #7489	7489	308 MAIN ST	LANDISVILLE	PA	17538
173804	173845	581837	SUNOCO COOP #7434	7434	221 S. MAIN & CHARLE	LEWISTOWN	PA	17044
173805	173846	520750	SUNOCO COOP #7478	7478	1700 7TH AVE	ALTOONA	PA	16602

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173805	173842	520754	SUNOCO COOP #7433	7433	977 FRANKLIN ST	JOHNSTOWN	PA	15905
173807	173822	611887	SUNOCO COOP #7019	7019	698 E MARKET ST	WEST CHESTER	PA	19382
173807	173822	745904	SUNOCO COOP #7154	7154	1159 WILMINGTON PIKE	WEST CHESTER	PA	19382
173807	173822	779508	SUNOCO COOP #7317	7317	821 E LINCOLN HWY	COATESVILLE	PA	19320
672405	672425	534214	SUNOCO COOP #1185	1185	3215 FLUSHING ROAD	FLINT	MI	48504
672405	672425	599261	SUNOCO COOP #7057	7057	1209 N SAGINAW ST	FLINT	MI	48503
672804	672430	586077	SUNOCO COOP #7046	7046	27925 23 MILE RD	NEW BALTIMORE	MI	48051

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